



PURPLE UP: MILITARY KIDS SERVE TOO®

SWEEPSTAKES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility: Purple Up: Military Kids Serve Too® Sweepstakes (the “Sweepstakes”) is open only to military families who sign up on the webpage page located at <https://www.militaryfamily.org/2025-purple-up-military-kids-serve-too-sweepstakes/>. The sweepstakes is only open to legal residents of the United States and is void where prohibited by law. Employees of the National Military Family Association (the “Sponsor”), their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers, and their immediate family members and/or those living in the same household are not eligible to participate in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

2. Agreement to Rules: By participating, you agree to be fully unconditionally bound by these Rules and represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of the National Military Family Association as final and binding as they relate to the content. The Sweepstakes is subject to all applicable federal, state, and local laws.

3. Sweepstakes Period: Entries will be accepted online starting on or about April 1, 2025, and ending on April 26, 2025. All online entries must be received by April 26, 2025, 11:59PM ET.

4. How to Enter: The Sweepstakes must be entered by submitting an entry using the online form provided on this Sweepstakes site, located at <https://www.militaryfamily.org/2025-purple-up-military-kids-serve-too-sweepstakes/>. The entry must fulfill all sweepstakes requirements, as specified, to be eligible to win a prize. Entries that are not complete or do not adhere to the rules or specifications may be disqualified at the sole discretion of the National Military Family Association. You may enter only once, and you must fill in the information requested. You may not enter more times than indicated by using multiple email addresses, identities, or devices in an attempt to circumvent the rules. If you use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of the National Military Family Association.

5. Prizes: One winner will receive a prize valuing approximately \$500. Actual/appraised value may differ at the time of prize award. The specifics of the prize shall be solely determined by the Sponsor. No cash or other prize substitution is permitted except at Sponsor’s discretion. The prize is nontransferable. Any and all prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of the winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by winners is permitted. Acceptance of the prize constitutes permission for the National Military Family Association to use the winner’s name, likeness, and entry for purposes of advertising and trade without further compensation unless prohibited by law.

6. Odds: The odds of winning depend on the number of eligible entries received.

7. Winner selection and notification: Winners of the Sweepstakes will be selected in a random drawing under the supervision of the Sponsor. Winners will be notified via email to the email address they entered the Sweepstakes within two (2) days following the winner selection. The National Military Family Association shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to claim the prize within 48 hours from the time award notification was sent, or fails to timely return a completed and executed declaration and releases as required, prize may be forfeited, and an alternate winner selected.

The receipt by winner of the prize offered in this Sweepstakes is conditioned upon compliance with any and all federal and state laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

Winners are solely responsible for taxes, if any, on their respective prizes and may receive an IRS Form 1099 in accordance with federal law for the value of their prize. Each winner is solely responsible for reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prize which is not specifically provided for in the official rules. Any person winning over \$600 in prizes from NMFA will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

8. Rights Granted by you: By entering this sweepstakes, you understand that the National Military Family Association, anyone acting on behalf of the National Military Family Association, or its respective licensees, successors, and assigns will have the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the world, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Sweepstakes, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any compensation.

9. Terms: The National Military Family Association reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes should (in its sole discretion) a virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, the National Military Family Association may select the recipients from all eligible entries received prior to and/or after (if appropriate) the action taken by the National Military Family Association. The National Military Family Association reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or website or violates these Terms & Conditions.

The National Military Family Association has the right, in its sole discretion, to maintain the integrity of the Sweepstakes, to void entries for any reason, including, but not limited to; multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by sweepstakes rules; or the use of bots, macros or scripts or other technical means for entering.

Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the sweepstakes may be a violation of criminal and civil laws and should such an attempt be made; the National Military Family Association reserves the right to seek damages from any such person to the fullest extent permitted by law.

By entering the Sweepstakes, you agree to receive email newsletters and/or alerts periodically from the National Military Family Association. You can opt out of receiving this communication anytime by clicking the unsubscribe link provided in all email communications.

10. Limitation of Liability: By entering you agree to release and hold harmless the National Military Family Association and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers and directors from any liability, illness, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not, from (i) such entrant's participation in the sweepstakes and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, (ii) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (iii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Sweepstakes; (v) electronic or human error which may occur in the administration of the Promotion or the processing of entries.

11. Disputes: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF UNITED STATES AND VIRGINIA, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, the participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resorting to any form of class action, exclusively before a court located in Virginia having jurisdiction. Further, in any such dispute, under no circumstances will the participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than the participant's actual out-of-pocket expenses (i.e., costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

12. Privacy Policy: Information submitted with an entry is subject to the Privacy Policy stated on the National Military Family Association website. To read the Privacy Policy, visit <https://www.militaryfamily.org/about-us/privacy-policy/>.

13. Winners List: To obtain a copy of the winner's names or a copy of these Official Rules, visit <https://www.militaryfamily.org/2025-purple-up-military-kids-serve-too-sweepstakes/>

14. Sponsor: The Sponsor of the Sweepstakes is the National Military Family Association, 2800 Eisenhower Avenue, Suite 250, Alexandria, VA 22314, 703.931.6632, info@MilitaryFamily.org

15. This promotion is in no way sponsored, endorsed, or administered by, or associated with Facebook, X, Instagram, Snapchat, YouTube, Pinterest, LinkedIn, or Google. You understand that you are providing your information to the owner of this sweepstakes and not to Facebook, X, Instagram, Snapchat, YouTube, Pinterest, LinkedIn, or Google.

